

## Memorandum



To: Public File  
From: Jolene, Jensen, Executive Assistant/Programming  
Re: Issues & Programs Report, 1<sup>st</sup> Quarter 2014  
Date: April 8, 2014

In this memo, please find a description of issues in Western Wisconsin that have been addressed by WEAU 13 News through local news broadcasts and other programming from January 1 – March 31, 2014. The following pages include a list of issue-oriented projects our station has participated in, a description of issue-oriented programming, and community participation.

WEAU 13 News addressed the following issues of concern to viewers in the Eau Claire/La Crosse, Wisconsin, television market and the surrounding area. These issues serve the community and act in the public interest as set forth by the Federal Communications Commission:

- Children/Youth
- Education
- Violence
- Health/Medical
- Agriculture/Environment
- Science/Technology
- Substance Abuse/Addiction
- Family Values
- Cultural Development
- Economy/Business

### **Public Service Announcements**

Also during 1<sup>st</sup> quarter, WEAU 13 News aired various public service announcements from local, regional and national organizations in order to inform and educate the public about the above various issues of concern. Our Promotions Manager ran a report which listed 2,293 PSA's (too numerous to list) that ran on WEAU 13 News in 1<sup>st</sup> quarter, 2014.

## Description of Typical and Illustrative Programming Issues

Every day, WEAU 13 News brings viewers programming, both local and national, that deals with the issues that matter to them the most. Viewers count on these programs to keep them informed about their community, their state, their nation, and the world. The following is a listing of programs that aired on a regular basis throughout the quarter.

**Early Today:** This business and consumer news program gives viewers daily business news and stock market reports. Early Today airs from 4-4:30am, Monday–Friday.

**WEAU 13 News:** Daily news reports of varying lengths dealing with issues pertinent to the viewers in the Western Wisconsin area.

Monday-Friday, 4:30am- 7am  
short-form updates Monday-Friday between 7:00am and 9:00am  
Monday-Friday, 10am-10:30am  
Monday–Friday, 12-12:30pm  
Monday–Friday, 5-5:30pm  
Monday–Friday, 6-6:30pm  
Monday-Friday, 10-10:35pm  
Saturday, 6-6:30pm  
Saturday and Sunday, 10-10:30pm

These news programs are locally produced and present a mix of news, weather, sports, and issue-related feature stories.

**NBC Today Show:** An NBC Network News program that covers daily events around the nation and the world, and issues important to the viewers. Regular programs include Monday-Friday, 7-10am; Monday-Friday, 11am-12pm; Saturday, 7-9am; and Sunday, 7-8am.

**NBC Nightly News:** An NBC Network News program that covers daily events around the nation and the world, and issues important to the viewers. Regular programs include Monday-Sunday from 5:30-6pm.

**NBC Meet the Press:** NBC News correspondents interview world and national leaders about issues of topical importance. Regular programs include 30 minutes Sundays at 8:00am.

**Dateline NBC:** NBC News correspondents cover topical news, in-depth investigations and newsmaker profiles. Schedule varies.

**On the Money:** “On the Money” is a half-hour series that brings you the latest in market and economic news that impacts your money. The show is produced by CNNBC and distributed in national syndication by NBC Universal Domestic Television Distribution. Regular programs include Sundays from 9-9:30am.

## **Issue-Oriented Projects & Programs**

In addition to regular programming, WEAU 13 News strives to serve the public interest through special projects that benefit the community. From sponsorship of community events to public service announcements, the station responds to the needs of the viewers. The following is a listing of special issue-oriented projects from this quarter.

### **COMMUNITY CALENDAR**

Air Dates: 01/01/2014 – 03/31/2014

The Community Calendar is a daily listing of local events of interest in the community and submitted by local non-profit organizations. The events include everything from literacy classes to health seminars to school fundraisers.

### **NORTH HIGH SCHOOL DUGOUT FUND**

Air Dates: 12/17/2013 – 1/05/2014

WEAU Produced and aired PSA's to raise money for the for the Eau Claire North High School Dugout project.

### **CHIPPEWA VALLEY CHALLENGE**

Air Dates: 12/02/2013 – 01/05/2014

WEAU produced and aired PSA's for the Chippewa Valley Challenge weight loss initiative.

### **SILVERMINE SKI JUMP**

Air Dates: 12/29/2013 – 01/17/2014

Event Date: 01/17/14-01/18/14

WEAU produced and aired PSA's for the Eau Claire Ski Club's annual Silver Mine Ski Jump competition.

### **UCP SNOW BIZ**

Air Dates: 01/09/2014 – 01/24/2014

Event Date: 01/25/2014

WEAU produced and aired PSA's for the United Cerebral Palsy Snow Biz Fundraiser. WEAU's anchor Meghan Kulig hosted the event.

### **UCP Telethon**

Air Dates: 01/17/2014 – 01/24/2014

Event Dates: 01/25/2014

WEAU produced and aired PSA's for the United Cerebral Palsy telethon. WEAU anchors Nikki Junewicz, Chris Herzog and Judy Clark hosted the telethon.

### **Special Olympics Polar Plunge**

Air Dates: 01/17/2014 – 02/15/2014

WEAU produced and aired PSA's for the Western Wisconsin Special Olympics Polar Plunge fundraiser.

**B&GC Super Bowl Donations**

Air Dates: 01/24/2014 – 02/02/2014

WEAU produced and aired PSA's for the Chippewa Valley Boys and Girls Club Super Bowl fundraiser.

**Special Olympics Log Rolling**

Air Dates: 02/03/2014 – 02/21/2014

Event Date: 02/22/2014

WEAU produced and aired PSA's for the Western Wisconsin Special Olympics Log Rolling Competition fundraiser.

**WYSP Shamrock Shuffle**

Air Dates: 02/24/2014 – 03/06/2014

Event Date: 03/07/2014

WEAU produced and aired PSA's for the Wisconsin Youth Success Program Shamrock Shuffle.

**BBBS Bowl For Kids Sake**

Air Dates: 03/04/2014 – 04/06/2014

WEAU produced and aired PSA's for the Big Brothers Big Sisters of Northwest Wisconsin Bowl For Kids Sake fundraiser.

**XCEL ENERGY WINTER CARE**

Air Dates: 03/04/2014 – 03/26/2014

WEAU aired PSA's for Xcel Energy gas leak prevention due to the extreme cold.

**ECCT Purses with Purpose**

Air Dates: 3/10/2014 – 03/30/2014

Event Date: 4/10/2014

WEAU produced and aired PSA's for the Eau Claire Children's Theatre Purses with Purpose event. WEAU anchor Nikki Junewicz emceed the event.

**RCU Big Read**

Air Dates: 03/24/2014 – 04/04/2014

Event Date: 4/05/2014

WEAU produced and aired PSA's for the Royal Credit Union's Big Read program. WEAU's Nikki Junewicz participated in the activities.

# COMMUNITY PARTICIPATION

## **Judy Clark, Anchor**

March 5, 2014

Judy had a UW-Eau Claire student job shadow her for the day.

## **Nikki Junewicz, Anchor**

February 11, 2014

Nikki spoke to Juniors and Seniors at Regis High School about WEAU, including balanced coverage, how to pursue a career in news, story selection, content, accuracy and social media.

## **Katie Kuenkel, "Moms Everyday" Host**

March 3, 5, 10, 12 & 13, 2014

On behalf of WEAU, Katie taught Junior Achievement to a 3rd grade class at Pedersen Elementary in Altoona.

## **Meghan Kulig, Anchor**

January 25, 2014

Meghan hosted Snow Biz which is a major fundraiser for UCP.

## **Megan Lowry, Anchor/Reporter**

March 29, 2014

Megan emceed the Ms. Wheelchair Wisconsin Pageant in Menomonie.  
Megan also helped run the event.

## **Sarah Moon, Reporter**

March 1, 2014

Sarah served as a celebrity reader where she read questions to quiz bowl teams at Logan High School in La Crosse.

### **Monica Ott, Meteorologist**

February 4, 2014

Monica presented weather facts and information to a group of senior citizens at the Oakwood Hills Senior Center.

February 22, 2014

On behalf of WEAU, Monica did a baking segment at the Chippewa Valley Home and Garden Show.

March 12, 2014

Monica judged a chili cook-off between the Eau Claire Police Department, Eau Claire Fire Department and the Oakwood Hills Retirement Home residents and staff.

March 29, 2014

Monica emceed the Ms. Wheelchair Wisconsin Pageant in Menomonie.

Monica helped run the event and served as an emcee. It was a five hour commitment.

### **Ron Viste, Engineer**

January 10, 2014

Ron spoke with a Durand High School student about the engineering and broadcast professions. Ron spoke and explained his responsibilities and duties at WEAU.

### **Drew Williams, Meteorologist**

February 26, 2014

Drew spoke about weather and his career to a group of local volunteers and retired personnel at the VFW in Eau Claire.

### **Kathy Wright, General Sales Manager**

March 3, 2014

On behalf of WEAU, Kathy spoke to the Boy Scout Marketing Committee about WEAU's marketing trends and how to write a marketing plan.

March 13, 2014

On behalf of WEAU, Kathy spoke to the "Visit Eau Claire" Board of Directors about the Visit Eau Claire Strategic Plan at the Holiday Inn in Eau Claire. Kathy spoke about television marketing trends.

**1<sup>st</sup> Quarter 2014  
Responsive Programming**

During this quarter, WEAU 13 News addressed the following issues of concern through local news, syndicated programming and the NBC network:

Children/Youth  
Education  
Violence  
Health/Medical  
Agriculture/Environment  
Science/Technology  
Substance Abuse/Addiction  
Family Values  
Cultural Development  
Economy/Business

Listed on the following pages are specific descriptions of the programming the station aired in order to address these concerns.

## Economy/Business

- MEET THE PRESS, 8:00am, National, (segments may vary) 01/05/14  
In light of recent attacks in Russia, what are the security issues facing Sochi and the Olympics? White House vs. Wall Street: With the economy on the up rise heading into the new year, what is the impact of the minimum wage debate and the extension of jobless benefits?
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/07/14  
NBC Nightly News reports the Senate narrowly voted Tuesday to advance a temporary extension of unemployment benefits to over one million jobless Americans, giving some unexpected momentum in the New Year to Democrats and the Obama administration.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 01/17/14  
WEAU 13 News reports on the Target data breach.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 01/22/14  
WEAU 13 News reports on the propane shortage locally and nationally.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 01/22/14  
WEAU 13 News reports on the State of the State Address.
- MEET THE PRESS, 8:00am, National, (segments may vary) 01/26/14  
The State of the Union: What can Obama achieve with his address? And what's the impact on his second-term goals?
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/28/14  
Managing debt in the New Year. Tom Etmund with RCU talks about managing debt and saving money.
- INSIDE EDITION, Syndicated, time varies, 4:30pm, 01/28/14  
Inside Edition reports some believe the cold weather is keeping people away from the Super Bowl as there are many tickets and hotel rooms still available.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 01/31/14  
WEAU 13 News gives viewers tips about keeping safe from tax theft.
- MEET THE PRESS, 8:00am, National, (segments may vary) 02/02/14  
From minimum wage to immigration, what's next on the White House's agenda? And what's the reaction to Obama's State of the Union Address and will he be able to accomplish his goals with the mid-term elections on the horizon?
- INSIDE EDITION, Syndicated, time varies, 4:30pm, 02/07/14  
Inside Edition reports Jay Leno's ratings hit a five year high as he signed off the *Tonight Show* for the very last time.

- MEET THE PRESS, 8:00am, National, (segments may vary) 02/09/14

As the world's attention turns to Russia with the winter Olympics in full swing, what are the biggest issues for the US when it comes to its relationship with the host country? What's the impact of the new congressional budget office report on Obamacare and the economy?

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 02/10/14

"Green Week" with the City of Eau Claire was discussed and how this impacts budgets. Assistant City Planner Ned Noel and City Manager Russ Van Gompel were interviewed.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/13/14  
NBC Nightly News reports the winter woes cost the economy \$15 billion.

- MEET THE PRESS, 8:00am, National, (segments may vary) 02/16/14

2012 Republican Presidential nominee and head of the 2002 Olympic Games in Salt Lake City, Mitt Romney, on the Sochi Games and future of the GOP. Was Sochi's \$50 billion price tag too much? Is Olympic spending out of control? And what can countries do to protect their athletes amid threats of terrorism at the games. And massive snowstorms on the east coast, a warm winter Olympics, a record drought in California and flooding in the U.K. have sparked the debate over climate change. And what is the government's role in response to weather disasters?

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 02/17/14

Elaine Coughlin was interviewed about "Jumpstart Downtown Eau Claire."

- INSIDE EDITION, Syndicated, time varies, 4:30pm, 02/18/14

Inside Edition reports on the Tonight Show as Jimmy Fallon takes over the duties as host, replacing Jay Leno.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 02/19/14

Jump Start Business Plan Competition for downtown Eau Claire. Elaine Coughlin with the city of Eau Claire and Luke Kempen with Small Business Development Center were interviewed.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/24/14

WEAU 13 News reports that Mike's Smokehouse in Eau Claire is closing.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/04/14

WEAU 13 News reports on the recent Hutchinson Technology layoffs.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 03/13/14

Women's Business Conference through Western Dairyland was discussed. Karman Briggs was interviewed.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 03/13/14  
Women's Business Conference in Eau Claire. Karman Briggs with Western Dairyland was interviewed.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/17/14  
NBC Nightly News reports on one family who was going through a very rough financial situation. Going to school was comforting for this family as they got free meals there but what did they do about the weekends?
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/19/14  
WEAU 13 News reports on the current unemployment rates.
- MEET THE PRESS, 8:00am, National, (segments may vary) 03/23/14  
Should college student athletes be paid? And the search continues for the Malaysian jet. Was it an act of terror?
- MEET THE PRESS, 8:00am, National, (segments may vary) 03/30/14  
As President Obama returns from Europe and the Middle East, how successful was he at raising support for continued isolation of Russia? Plus ahead of the deadline to sign up for Obamacare, is the law shaping up to be democrats' biggest ailment in the midterms?

## **Agriculture/Environment**

- INSIDE EDITION, Syndicated, time varies, 4:30pm, 01/02/14  
Inside Edition reports that blizzard-like conditions and historic low temperatures have people preparing for the worst.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 01/02/14  
Jerry Clark from the UW-Extension in Chippewa County was interviewed about taking care of house plants in the winter months and extending the life of holiday plants.
- INSIDE EDITION, Syndicated, time varies, 4:30pm, 01/03/14  
Inside Edition reports on the arctic-like temperatures and blizzard-like conditions which are affecting an estimated one million Americans.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 01/06/14  
Jerry Clark from the UW-Extension in Chippewa County was interviewed about the cold weather and farming.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/07/14  
All-America Selections for vegetables and flowers. A rundown of the 2014 winners with Jerry Clark from UW-Extension.

- INSIDE EDITION, Syndicated, time varies, 4:30pm, 01/07/14  
Inside Edition reports on the freezing temperatures as far south as the Tampa Bay area.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 01/13/14  
Jeanette Kelly & Kathy Stahl were interviewed about the "Prairie Enthusiasts Seminar."
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 01/14/14  
Rita Houser from the Wisconsin Milk Marketing Board was interviewed about healthy cheese recipes.
- INSIDE EDITION, Syndicated, time varies, 4:30pm, 01/16/14  
Inside Edition reports dry and windy conditions have made life a living hell for firefighters who are battling wildfires in California. Journalists have been getting up close to the blaze to bring images to the public, including one cameraman whose camera started melting from the intense heat.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/21/14  
USDA issues with Stan Gruszynski and Brad Pfaff with USDA rural development and farm service agency.
- INSIDE EDITION, Syndicated, time varies, 4:30pm, 01/22/14  
Inside Edition reports on the winter storm that dumped as much as 13 inches of snow in places has moved out with a blast of bitter cold coming in its wake.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/23/14  
Angie Horkan with the Wisconsin Beef Council has some soup recipes to share.
- INSIDE EDITION, Syndicated, time varies, 4:30pm, 01/23/14  
Inside Edition reports the frigid temperatures continue across the United States with places as far south as Louisiana predicted to get snow and freezing rain.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/24/14  
NBC Nightly News reports on the snow and cold conditions even when people venture south.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 01/27/14  
WEAU 13 News reports on the dangerously cold weather. School closings and daycares are closing because of the extreme cold.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/28/14  
NBC Nightly News reports that schools are closed, hundreds of flights were scrapped and cities blew the dust off the few snowplows they have Tuesday as the Deep South hunkered down for what could be its worst snow and ice in a generation.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 01/28/14  
"Ready, Set, Grow" with Erin LaFaive, from UW-Extension, was interviewed about their upcoming winter garden seminar.

- **INSIDE EDITION, Syndicated, time varies, 4:30pm, 01/29/14**  
Inside Edition reports 140 million people in 34 states have been impacted by a winter storm and deep freeze that has resulted in pile-ups across the southeast, power outages, and kids being stranded overnight in school.
- **WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 01/29/14**  
French toast breakfast fundraiser to benefit the Beaver Creek Reserve near Fall Creek. Lynn Barrie was interviewed.
- **WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/30/14**  
Feeding birds in winter with Larry Bennett with Beaver Creek Reserve.
- **NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/30/14**  
NBC Nightly News reports on the Atlanta snowstorm which severely affected the city.
- **WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 01/30/14**  
WEAU 13 News reports on winter traveling.
- **Dateline NBC, National, 8-9pm (segments may vary), 01/31/14**  
Dateline reports a former Indiana State Trooper came home to find his wife and two young children murdered in their home. He would spend the next 13 years fighting to clear his name through multiple trials and appeals and a shocking twist that no one saw coming.
- **Dateline NBC, National, 6pm (segments may vary), 02/02/14**  
Dateline reports a mother's joy ride near Lake Tahoe turns into a fight for survival when a blizzard strands her in the mountains.
- **NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/02/14**  
NBC Nightly News reports on the first of three storms that pound the Northeast and Midwest. Also Punxsutawney Phil predicted six more weeks of winter.
- **WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/05/14**  
WEAU 13 News reports on the cold temperatures this past winter and freezing pipes that are causing many problems around the area.
- **WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 02/06/14**  
Rita Houser from the Wisconsin Milk Marketing Board was interviewed about healthy cheese recipes.
- **WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 02/06/14**  
UW-Extension Horticulture interview about the impact of winter on plants with Jackson County Agriculture Agent, Trisha Wagner.
- **NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/10/14**  
NBC Nightly News reports Georgia prepares for major winter weather.

- MEET THE PRESS, 8:00am, National, (segments may vary) 02/16/14  
Massive snowstorms on the east coast, a warm winter Olympics, a record drought in California and flooding in the U.K. have sparked the debate over climate change. And what is the government's role in response to weather disasters?
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/18/14  
NBC Nightly News reports the snow continues to pile up and a lot of places are now running dangerously low on salt for the roads.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 02/20/14  
Dick Lamers was interviewed about the Red Cedar Watershed conference. Lamers talks about the problems on area lakes like the blue-green algae issues on Tainter and Menomin.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/21/14  
NBC Nightly News reports on the strong thunderstorms across the Southeast and Mid-Atlantic and the snow storms in Wisconsin and Minnesota.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/21/14  
WEAU 13 News reports on the heavy snow, the power outages and the snowfall wrap-up.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 02/24/14  
Sam Worple was interviewed about the upcoming mining forum, silent auction and banquet.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 02/25/14  
An eagle from the National Eagle Center in Wabasha visited the news set. Eagle ambassador Was'aka. Eileen Hanson and Scott Mehus were interviewed.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 02/28/14  
Beaver Creek Reserve happenings were discussed for the rest of winter. Erik Keisler was interviewed.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 02/28/14  
Pheasants Forever annual meeting for Chippewa Valley chapter. Dave Roll was interviewed.
- INSIDE EDITION, Syndicated, time varies, 4:30pm, 03/03/14  
Inside Edition reports on the wild weather across the country.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/04/14  
NBC Nightly News reports the government of Nepal is asking all climbers of Mount Everest to carry 18 pounds of trash down the mountain with them, in addition to their own. The mountain peak is strewn with trash of all kinds, and in the future cleaning it will be a condition of climbing it.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/04/14  
WEAU 13 News reports on the flood potential for our area and the condition of the sidewalks.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 03/05/14  
Whooping Cranes project through Necedah National Wildlife Refuge. Steve Norling was interviewed.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/06/14  
WEAU 13 News reports on the record cold temperatures this past winter and freezing pipes that are causing many problems around the area.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/07/14  
NBC Nightly News reports that scientists from Long Beach State University have begun to look for some signs of radiation in the kelp off the California coast. This is three years after the devastating tsunami in Japan and the disaster at the Fukushima nuclear plant.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 03/10/14  
Seed starting was discussed with Diana Alfuth with UW-Extension.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/11/14  
NBC Nightly News reports on the current winter storms and the concerns of flooding as the snow and ice starts to melt.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 03/12/14  
Rita Houser from the Wisconsin Milk Marketing Board was interviewed about healthy cheese recipes.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 03/14/14  
Recycling do's and don'ts. Amanda Hafele was interviewed.
- INSIDE EDITION, Syndicated, time varies, 4:30pm, 03/17/14  
Inside Edition reports on the 4.4 magnitude earthquake that hit Los Angeles.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/24/14  
NBC Nightly News reports on the environmental disaster that is playing out in Texas after the collision of a ship and a barge. Oil has been found 12 miles off shore and all shipping has been stopped in one of the busiest seaports in America.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/25/14  
NBC Nightly News reports on a rescue mission underway in California in the midst of a history-making drought that has now left rivers so low that tens of millions of salmon are having trouble getting to where they need to be this time of year.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/27/14  
NBC Nightly News reports on the mudslide north of Seattle.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/31/14  
WEAU 13 News reports on local flooding issues that may impact many around the Chippewa valley.

## **EDUCATION**

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/06/14  
Senior Americans Day-Seminars and workshops for learning age 55 plus.  
Lisa Wells, Aging and Disability Resource Center of Eau Claire County was interviewed.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/18/14  
WEAU 13 News reports on the Onalaska Schools referendum.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/26/14  
WEAU 13 News reports on virtual schools available.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/05/14  
NBC Nightly News reports the College Board announced the first major changes to the SAT in nine years. And it took steps to level the playing field among those taking the exam.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 03/07/14  
Grants to schools through the Eau Claire Public Schools Foundation. Mary Beth Kelley-Lowe was interviewed.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/10/14  
WEAU 13 News reports on an upcoming bullying event that the public is invited to.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 03/26/14  
Eau Claire School superintendent, Mary Ann Hardebeck, talks about a survey for parents in the district.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 03/26/14  
Spring Open House at Chippewa Valley Technical College. Mark Gunderman was interviewed.

## **SUBSTANCE ABUSE/ADDICTION**

- INSIDE EDITION, Syndicated, time varies, 4:30pm, 01/24/14  
Inside Edition reports an estimated 15 percent of Americans are “problem drinkers” according to the National Institutes of Health and ABC’s Elizabeth Vargas says she’s one of them. After a lengthy absence to deal with alcoholism, Vargas is back and talking about her battle.

- INSIDE EDITION, Syndicated, time varies, 4:30pm, 02/03/14  
Inside Edition reports on Oscar winner Phillip Seymour Hoffman's death over the weekend. Heroin looks to be the cause of death.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/03/14  
NBC Nightly News reports on the epidemic of heroin addiction.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/03/14  
WEAU 13 News reports the consequences of the drug, heroine.
- INSIDE EDITION, Syndicated, time varies, 4:30pm, 02/04/14  
Inside Edition reports on the death of actor Philip Seymour and how heroin is what took his life.
- INSIDE EDITION, Syndicated, time varies, 4:30pm, 02/05/14  
Inside Edition reports four people are under arrest and charged with drug possession. A police raid based on a tip in the Philip Seymour Hoffman case reportedly found more than 350 bags of heroin in an apartment.
- INSIDE EDITION, Syndicated, time varies, 4:30pm, 02/10/14  
Inside Edition reports on Julia Roberts' half-sister and show she died from a drug overdose.
- INSIDE EDITION, Syndicated, time varies, 4:30pm, 02/11/14  
Inside Edition learns more about the tragic death of Julia Roberts' half-sister, Nancy.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 02/27/14  
Fierce Freedom Fundraiser. This fundraiser benefits a group that works to stop human trafficking. Jenny Almquist and Joyce Orth were interviewed.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/27/14  
NBC Nightly News reports on a new narcotic painkiller called Zohydro that goes on the market next month. It's drawing a lot of opposition over concerns that it might be dangerously addictive and add to the epidemic of fatal overdoses from prescription drugs.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 03/11/14  
Guests were interviewed about the "Bridge to Hope" texting hotline for domestic abuse.

## **CHILDREN/YOUTH**

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/02/14  
Eau Claire Children's Theatre rundown for rest of the 25<sup>th</sup> season. Director Wayne Marek was interviewed.

- Dateline NBC, National, 6pm (segments may vary), 01/05/14  
Dateline reports on a story of injustice that investigates the link between poverty and childhood asthma. More than seven million children suffer from the disease nationwide and a disproportionate number of them are poor.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 01/08/14  
Karen Hauck was interviewed about the Girl Scouts selling cookies.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 01/15/14  
Eau Claire Children's Theatre presents Frog and Toad. Director Wayne Marek was interviewed about the presentation.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 01/17/14  
WEAU 13 News reports on childhood obesity.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/24/14  
Big Brothers Big Sisters "Mentors in Motion" program to get kids involved in active healthy activities. Craig Monson and Sara Carstens were interviewed.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 01/31/14  
Kidz Kabaret with the Eau Claire Children's Theatre was discussed.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 02/03/14  
Kristen Bruder was interviewed about the "Love & Logic" program.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 02/04/14  
Guests were interviewed about "Girls on the Run" in Eau Claire County. Organization helps girls with confidence and leadership and healthy lifestyles.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/07/14  
WEAU 13 News reports on the local Boys and Girls Club and also "Give Kids A Smile."

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 02/10/14  
25<sup>th</sup> anniversary of the Chippewa Falls Mentor program. Ashley Yakesh and founder Pastor Roger Skatrud were interviewed.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 02/11/14  
Big Brothers Big Sisters "Mentors in Motion" which is a new program to get kids and mentors to think healthier. Craig Monson was interviewed.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 02/20/14  
Junior League of Eau Claire is holding an event called "Celebration of Women" and proceeds go to the "Diaper Bank Project." Katie Reid was interviewed.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 02/24/14  
Willy Wonka musical by Eau Claire Children's Theatre. Wayne Marek was interviewed about the event.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 03/05/14  
Heidi Cooper was interviewed about the upcoming Junior Achievement events.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/07/14  
NBC Nightly News reports the cost of having a baby in this country is the highest in the world. And there's really no telling how much you'll have to pay until you get there.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 03/14/14  
"Bowl for Kids Sake," a fundraiser for Big Brothers Big Sisters was discussed. Christina Thrun was interviewed.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/19/14  
WEAU 13 News reports on the effects of children smoking.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 03/25/14  
Michael Cohoon was interviewed about "Food for Kidz."
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/27/14  
NBC Nightly News reports on the latest survey data which the Centers for Disease Control estimates 1 in 68 children have been identified with an Autism Spectrum Disorder. These new findings bring renewed urgency to finding the cause of autism and understanding why it seems to be on the increase.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 03/31/14  
Eau Claire Children's Theatre's "Chorus Line and Purses with Purpose" fundraiser were discussed. Wayne Marek was interviewed about the fundraiser.

## **FAMILY VALUES**

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 01/08/14  
A divorce care series was discussed. This is a 13-week series to help those going through a divorce or have been divorced. Facilitator Dori Pulse was interviewed.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/13/14  
The divorce care program was discussed, a 13-week series to help those going through a divorce or already divorced.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/13/14  
NBC Nightly News reports two generation programs help lift families out of poverty.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/14/14  
Bullying was the topic discussed with Brook Berg from UW-Extension and Lauri Malnory, parent facilitator with Eau Claire and Chippewa Falls School Districts.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 01/17/14  
Foster care need for families. Lisa Hudson of Lutheran Social Services was interviewed.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/20/14  
Need for foster parents. Lisa Hudson with Lutheran Social Services was interviewed.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/27/14  
“Point in Time Homeless Street Count” for Eau Claire was discussed. Kelly Christianson with Interfaith Hospitality Network was interviewed.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 02/18/14  
“Co-parenting,” a divorce class for kids and parents was discussed. Brook Berg and Melissa Lokken were interviewed from the UW-Extension and Family Resource Center.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 03/18/14  
Brook Berg with UW-Extension talks about homelessness in the area.

## **VIOLENCE**

- Dateline NBC, National, 8-9pm (segments may vary), 01/02/14  
Dateline reports on a mother of five who was found dead in her bedroom after her son's baseball game. The family is convinced a crazed killer is on the loose, but detectives wonder if it could have been something else.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/14/14  
NBC Nightly News reports the 12-year-old is in custody after two were shot at N.M. middle school.
- INSIDE EDITION, Syndicated, time varies, 4:30pm, 01/15/14  
Inside Edition reports a woman claimed she was violently sexually assaulted and the man she singled out as guilty of the crime was sent to jail for 10 years. However, there's now a twist in the case as the woman herself has been placed in handcuffs and the charges against the man were dismissed.
- Dateline NBC, National, 7pm (segments may vary), 01/17/14  
Dateline reports a young father rescues his three children from a house fire, but loses his beautiful wife. He remarries and rebuilds his life, but when a second tragedy takes his son's life, his new wife begins to wonder.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 01/21/14  
WEAU 13 News reports on the Hudson shooting and the Purdue shooting.

- INSIDE EDITION, Syndicated, time varies, 4:30pm, 01/22/14

Inside Edition reports the woman whose husband was killed after a texting dispute at a movie theater is speaking out. She was on a rare date night with her husband that ended, as she put it, with her world being shattered.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/24/14
- NBC Nightly News reports on another militant threat as the winter Olympics emerge.

- INSIDE EDITION, Syndicated, time varies, 4:30pm, 01/24/14

Inside Edition reports a man was shot and another one dead in a movie theater after a dispute over texting.

- Dateline NBC, National, 7pm (segments may vary), 01/24/14

Dateline reports on a story where a retired California police officer takes a trip to visit his grandchildren and he is shocked to find his son-in-law dead on the kitchen floor. When officers arrived, they wonder if it was suicide or something else.

- INSIDE EDITION, Syndicated, time varies, 4:30pm, 01/31/14

Inside Edition reports Amanda Knox is speaking out in her first interview since the bombshell news that she had been found guilty in a retrial for the 2007 murder of her roommate. Knox, who got the news while home in Seattle, says she is innocent and will never willingly return to Italy.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/31/14

NBC Nightly News reports Amanda Knox's ex-boyfriend said that he was out of Italy when he got the stunning news that they had been re-convicted of her roommate's brutal murder and he immediately returned with the intent to surrender his passport.

- INSIDE EDITION, Syndicated, time varies, 4:30pm, 02/06/14

Inside Edition reports on a story that happened 25 years ago after a Florida co-ed disappeared while jogging. Now, after all these years, cops believe they may have linked her disappearance to a convicted serial killer and the evidence comes from the killer's own diary.

- INSIDE EDITION, Syndicated, time varies, 4:30pm, 02/07/14

Inside Edition reports on a story about a 17-year-old who was murdered because of a dispute over loud music. Or did the man shoot and kill the teenager in self-defense?

- INSIDE EDITION, Syndicated, time varies, 4:30pm, 02/17/14

Inside Edition reports a 19-year-old is charged with murdering a man she met on Craigslist. While in custody she dropped a bombshell as she claimed she's a serial killer who stopped counting her victims at number 22.

- INSIDE EDITION, Syndicated, time varies, 4:30pm, 02/18/14

Inside Edition reports on Miranda Barbour, accused in the so-called Craigslist killer case, has set law enforcement across the country investigating her claims that she killed as many as 22 people.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/19/14  
NBC Nightly News reports the US is warning of the possibility that terrorists may attempt to hide explosives in shoes on overseas flights coming into the United States.

- INSIDE EDITION, Syndicated, time varies, 4:30pm, 02/20/14  
Inside Edition reports on the story of an actress that admitted her role in the gruesome murder of her husband's ex-girlfriend.

- Dateline NBC, National, 6pm (segments may vary), 02/28/14  
Dateline reports on the Oscar Pistorius murder trial. The show examines the strategies of both defense and prosecution and features other trial witnesses who are now under "gag" order and cannot comment publicly until the trial concludes.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/03/14  
NBC Nightly News reports on the Reeva Steenkamp murder. Was there another side to Oscar Pistorius that few saw; a short-tempered, paranoid gun enthusiast capable to murder?

- INSIDE EDITION, Syndicated, time varies, 4:30pm, 03/07/14  
Inside Edition reports it looks like a serial killer is stalking a suburb of the nation's capital. Police now believe that three murders may all be linked.

- INSIDE EDITION, Syndicated, time varies, 4:30pm, 03/10/14  
Inside Edition reports a socialite is on trial accused of hatching a plan to car bomb her ex-husband in order to collect a two-million-dollar insurance policy.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/12/14  
NBC Nightly News reports since the Syrian War began three years ago, at least 10,000 children have been killed, with many thousands more wounded.

- Dateline NBC, National, 7pm (segments may vary), 03/14/14  
Dateline reports on a murder outside of St. Louis, Missouri. Investigators soon zeroed in on her husband, but was the story as simple as it seemed?

- Dateline NBC, National, 7pm (segments may vary), 03/15/14  
Dateline reports on the story of a healthy 31-year-old who died suddenly, leaving behind his fiancé and three young children. When an autopsy report reveals mysterious poisoning by antifreeze, both family and authorities are determined to find answers.

- INSIDE EDITION, Syndicated, time varies, 4:30pm, 03/17/14  
Inside Edition reports a man has been arrested after being called a "person of interest" in the three murders in the Washington D.C. area.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 03/19/14  
Robbie Joern and Jodi Emerson were interviewed about the upcoming human trafficking seminar.

- INSIDE EDITION, Syndicated, time varies, 4:30pm, 03/26/14

Inside Edition reports on a story where a mom and dad were bludgeoned to death with a hammer by their son who then had a party in the home while his parent bodies lay dead upstairs.

## **AGRICULTURE/ENVIRONMENT**

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/02/14  
NBC Nightly News reports some of the biggest cities braced for what's expected to be another mammoth snowfall and blizzard-like conditions in the Midwest and Northeast with as much as a foot and a half forecast through Friday.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 1/03/14  
NBC Nightly News reports that the massive winter storm that is continuing to dump snow across the Northeast and ushering in dangerously cold temperatures has turned deadly.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/06/14  
NBC Nightly News reports on the polar vortex, what it is and when is it going away.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/08/14  
NBC Nightly News reports on the record cold spell that has half the country in the deep freeze and could cost the U.S. economy up to \$5 billion.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/21/14  
NBC Nightly News reports the polar vortex is still bringing winter to the Northeast with a blast of cold air and up to a foot of snow.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/27/14  
NBC Nightly News reports the deep south is the next target for the deep freeze in a winter that won't quit. Forecasters warned that ice could soon coat the front porches of Charleston S.C. and Savannah, GA where winter storm alerts were posted for the first time in almost four years.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/29/14  
NBC Nightly News reports that thousands were still stranded in the south as the winter storm swept across the area.

- INSIDE EDITION, Syndicated, time varies, 4:30pm, 02/05/14  
Inside Edition reports one in four Americans are dealing with some bad winter weather again as yet another storm has blown from the nation's midsection through the Northeast.

- INSIDE EDITION, Syndicated, time varies, 4:30pm, 02/13/14  
Inside Edition reports on the storm that is affecting 100 million Americans in more than two dozen states.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/13/14  
NBC Nightly News reports a brutal winter storm is now blamed for 18 deaths; from Texas to New England.

- INSIDE EDITION, Syndicated, time varies, 4:30pm, 02/14/14  
Inside Edition reports it is estimated that the slowdown in business due to severe weather has cost the U.S. economy just under 50 billion dollars. Meanwhile, some of the nation's top weather forecasters are speaking out, saying they gave plenty of warning regarding what was coming.

- INSIDE EDITION, Syndicated, time varies, 4:30pm, 02/19/14  
Inside Edition reports the deep freeze and the thaw is creating a big mess in many parts of the country.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/20/14  
WEAU 13 News reports on part of the Kmart roof collapsing due to the large amount of heavy snow from the last snowfall. WEAU 13 News also reports on the high demand of shovels and salt.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/24/14  
WEAU 13 News reports on ice control after the storm.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/28/14  
NBC Nightly News reports on the spectacular scene in the UK: the Northern Lights gave an extra powerful show thanks to a strong solar flare earlier in the week.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/17/14  
NBC Nightly News reports on the earthquake in Los Angeles.

## **HEALTH/MEDICAL**

- INSIDE EDITION, Syndicated, time varies, 4:30pm, 01/01/14  
Inside Edition reports it's estimated that 45 million Americans go on diets each year, many right after New Year's and there are all sorts of weight loss plans out there. Some people are actually having a patch surgically attached to their tongues all in an effort to cut back on eating.

- INSIDE EDITION, Syndicated, time varies, 4:30pm, 01/02/14  
Inside Edition reports about New Year's health and diet resolutions.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/03/14  
Chippewa Valley Challenge weight loss. Dan Ekblad, coordinator, was interviewed.

- Dateline NBC, National, 6pm (segments may vary), 01/05/14  
Dateline reports on a story of injustice that investigates the link between poverty and childhood asthma. More than seven million children suffer from the disease nationwide and a disproportionate number of them are poor.
- INSIDE EDITION, Syndicated, time varies, 4:30pm, 01/06/14  
Inside Edition reports on the latest on a dangerous weather situation that's being called a polar vortex.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 01/07/14  
Diane Dressel was interviewed about smart and healthy shopping.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/08/14  
United Cerebral Palsy of West Central Wisconsin. Details on the programs were given and upcoming events were discussed. Traci Bauer and Kathy McCann were interviewed.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/09/14  
Fitness Resolutions using Eau Claire Parks and Recreation programs. Supervisor Chad Duerkop was interviewed.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 01/09/14  
Sarah Lewis and Trisha Lundin were interviewed about the Cancer Support Group.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/09/14  
NBC Nightly News reports food and beverage companies slash calories in obesity fight.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 01/21/14  
Affordable health care education session at Arcadia High School. Catherine Emmanuelle was interviewed.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 01/22/14  
United Cerebral Palsy of West Central Wisconsin Telethon and Snow Biz. Jim and Mary Theisen were interviewed.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 01/22/14  
WEAU 13 News reports the effects fish oil can have on the brain and the dangers of texting and walking.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 01/23/14  
WEAU 13 News reports on losing weight and the dangers of shoveling snow.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 01/24/14  
WEAU 13 News reports on the Special Olympics.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 01/27/14  
Mona Howard was interviewed about the upcoming Mayo heart events.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 01/27/14  
WEAU 13 News reports on the changes made to nutritional labels.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/29/14  
Dental health program for kids was discussed along with "Give Kids a Smile Day" with Chippewa Valley Technical College.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 01/29/14  
WEAU 13 News reports on bone health.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/31/14  
Heart month events from Mayo Clinic Health System. Cardiovascular surgeon, Dr. Bob Wiechmann was interviewed.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/03/14  
WEAU 13 News reports on the damage sugar can do to a body.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 02/05/14  
Carla Helmer with Sacred Heart Hospital's Behavioral Health Center was interviewed about seasonal affective disorder.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/05/14  
WEAU 13 News reports on the dangers of teen smoking.
- INSIDE EDITION, Syndicated, time varies, 4:30pm, 02/06/14  
Inside Edition reports the furor continues over the dramatic appearance of the winner of NBC's The Biggest Loser and asks the question if this is healthy to lose so much so quickly.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 02/12/14  
Chippewa Valley Challenge Health Seminar. Get motivation to lose weight. Dan Ekblad and The Biggest Loser contestant, Lisa Rambo, were interviewed.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 02/12/14  
Julian's Benefit was discussed. This is a benefit being held in Chippewa Falls for a young boy with leukemia. Jim Michaud was interviewed.
- INSIDE EDITION, Syndicated, time varies, 4:30pm, 02/14/14  
Inside Edition reports on Rosie O'Donnell's announcement that she had weight loss surgery. It's a secret that she has kept since having the procedure last year.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/19/14  
WEAU 13 News reports on easy and healthy weekend meals.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/20/14  
WEAU 13 News reports on the winter blues and how to get through them.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/24/14  
NBC Nightly News reports that a new study suggests for the first time that women with the BRCA1 mutation can reduce their risk of developing ovarian cancer by as much as 80% if they have their ovaries and fallopian tubes removed.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/26/14  
NBC Nightly News reports new research shows children born to fathers who are 45 and older are at an increased risk for a variety of disorders.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/26/14  
WEAU 13 News reports on obesity rates.

- INSIDE EDITION, Syndicated, time varies, 4:30pm, 02/27/14  
Inside Edition reports five million older Americans have Alzheimer's disease and another 200,000 under 65 have it.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/27/14  
NBC Nightly News reports there is a decline on the amount of orange juice that Americans are drinking blaming the stigmatizing of sugar and changing breakfast habits. NBC Nightly News also reports on the changes being made to nutrition labels.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/27/14  
WEAU 13 News reports on the changes being made to nutrition labels.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/28/14  
WEAU 13 News reports "The Biggest Loser" walk is coming back to Eau Claire in 2014.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 03/03/14  
Red Cross volunteering opportunities were discussed. Linda Soltis-Schroeder was interviewed.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/04/14  
WEAU 13 News reports on carbon monoxide poisoning and what people can do to prevent it.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/05/14  
NBC Nightly News reports there are new numbers and new research on Alzheimer's disease. This disease is now responsible for many more deaths than anyone thought, rivaling cancer and heart disease.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/06/14  
WEAU 13 News reports on flu shots.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 03/11/14  
Red Cross month was discussed and being prepared for disasters and emergencies. Ben Hein was interviewed.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/11/14  
NBC Nightly News reports the FDA has approved the first device to prevent migraines. It is a headband that stimulates nerves. It's meant to be worn for fewer than 20 minutes a day by migraine sufferers.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/11/14  
WEAU 13 News reports on the upcoming year's allergy outlook.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 03/17/14  
Red Cross Month and disasters were discussed. Jenny Legaspi was interviewed.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/17/14  
WEAU 13 News reports on the unsafe condition of the Lake Hallie water and how everyone should boil their water before drinking it.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/19/14  
WEAU 13 News reports on a new Alzheimer's study that was just released.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/19/14  
WEAU 13 News reports on the effects of children smoking.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/19/14  
NBC Nightly News reports on some sobering numbers. Women in their 60's are about twice as likely to develop Alzheimer's as they are to get breast cancer. And between 60 to 70 percent of those caring for someone with the disease are women.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/20/14  
WEAU 13 News reports the water boil has been lifted for Altoona and it is again safe to drink.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 03/24/14  
Red Cross Month and blood services were discussed. Cory Miller was interviewed.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/24/14  
WEAU 13 News reports on pregnancy and the effects that stress has on a body.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/25/14  
WEAU 13 News reports on diabetes day.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/27/14  
NBC Nightly News reports on the latest survey data which the Centers for Disease Control estimates 1 in 68 children have been identified with an Autism Spectrum Disorder. These new findings bring renewed urgency to finding the cause of autism and understanding why it seems to be on the increase.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 03/28/14  
Red Cross Month and health and safety services were discussed. Terry Roe was interviewed.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/31/14  
WEAU 13 News reports on teen hearts and healthy blood pressures.

## **SCIENCE/TECHNOLOGY**

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/04/14  
WEAU 13 News reports on the technology of Facebook.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/13/14  
WEAU 13 News reports on social media scams.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/25/14  
WEAU 13 News reports on the latest computer scams.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/26/14  
WEAU 13 News reports on virtual schools available.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/06/14  
WEAU 13 News reports on the new phone app that releases the smell of bacon as an alarm.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 03/10/14  
STEAM night at Chippewa Falls High School for Science, Technology, Engineering, Arts and Math. Nick Gagnon, high school science teacher was interviewed.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/11/14  
NBC Nightly News reports the FDA has approved the first device to prevent migraines. It is a headband that stimulates nerves. It's meant to be worn for fewer than 20 minutes a day by migraine sufferers.

## **CULTURAL DEVELOPMENT**

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 01/06/14  
Eau Claire Ragtime Festival to benefit the Chippewa Valley Free Clinic. James Radloff and Lorraine Henning were interviewed.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 01/13/14  
Cabaret at UW-Eau Claire: 36<sup>th</sup> performance featuring choirs. Dr. Gary Schwartzhoff and student director Eva Stokes were interviewed.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 01/30/14  
Banbury Art Crawl. Event with dozens of local artists at Banbury Place in Eau Claire. Jo Ellen Burke was interviewed.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 02/03/14  
Chippewa Valley Symphony Orchestra. UW-Eau Claire's Bob Baca and Executive Director Gordon Murphy were interviewed about their winter concert.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/10/14  
NBC Nightly News interviews Michael Sam's dad about his son being gay.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 02/19/14  
Laura Schlichting and Seth Hale were interviewed about the UW-Eau Claire Theatre.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/28/14  
WEAU 13 News reports on a story about same sex marriages.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/28/14  
WEAU 13 News reports on a story about Hmong veterans.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 03/04/14  
Viennese Ball at UW-Eau Claire. Karen Stuber was interviewed about the event.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 03/22/14  
Robert Frost collection at UW-Eau Claire. Joan Christopher and Max Garland, poet laureate of Wisconsin, were interviewed.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 03/24/14  
April events at the Heyde Center in Chippewa Falls are discussed.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 03/27/14  
Thuy Smith International Outreach hosts annual Vietnam Veterans program. Thuy Smith was interviewed about the program.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 03/31/14  
Eau Claire Jazz Festival. Mark Blaskey with Eau Claire Jazz, Inc. was interviewed about the event.